Herman Miller

Global Brand Standards
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### RESOURCES
- hermanmiller.com/brandstandards

© 2015 Herman Miller, Inc.
The Herman Miller brand is one of our most valuable assets. We want you to become advocates for our brand and to help us use it consistently. Our brand is expressed in many ways—our behavior, our products, our communications. We are asking you to pay special attention to all the ways we express our brand.
Mission Statement

INSPIRING DESIGNS TO HELP PEOPLE DO GREAT THINGS

Our mission:
Makes clear our reason for existing.
Gives purpose to our actions.
Guides the organization forward.
Demonstrates our values.
Inspires everyone.
Foundation

Design Tenets

Our design tenets guide everything we do. They help us remain focused on the things that matter, distinguish us among our peers, and result in designs that help people do great things.
Foundation

Design Tenets

1. Human Centered
   We design for people

2. Purposeful
   Design solves a problem

3. Integrity
   Everything relates to the problem

4. Original
   We don’t copy

5. Evident Quality
   The quality of our work is apparent

6. Sustainable
   Always protect the environment

7. Beautiful & Useful
   Do people want to own what we make?

8. Spirited
   Does it say “Herman Miller”?

9. Beyond Expectations
   Produce surprise and delight

10. Inevitable
    This is the way it has to be
Identity

Color, design, words, and symbols—used creatively, these elements combine to make everything from business cards to buildings recognizable, memorable, and a powerful presentation of our brand.
Identity

Logomark Evolution

Logomarks often evolve. The most recent evolution for ours has separated, or unlocked, the stylized M in the circle from the Herman Miller wordmark.

Our intent is to emphasize the stylized M as the most important visual asset of the brand and give our customers a single, simple, and memorable symbol for our company. Compare this to Nike’s swoosh or Apple’s apple.
Identity

Logomark Usage

When selecting a logo file, it’s important to use the file format best suited for the specific project to ensure the tips of the stylized M remain crisp and clean. We have created specific file types for print, digital, and 3D applications.

Special substrates such as fabric, embroidery, silk-screened plastics, or embossed steel require additional testing and consideration. Contact brand_help@hermanmiller.com for a recommendation.

There are two ways to keep the logomark crisp:

1. Use an image file (.eps, .tif, or .gif) that is close to the actual size you need to prevent scaling the file size up or down by more than 10%. These files include both the logomark and wordmark.

2. Use one of the proprietary Herman Miller font files: Herman Miller Normal has small flat tips that keep the mark open when viewed in the most common sizes (16pt to 72pt); Herman Miller Display features tips that come to a complete point for large sizes (above 72pt).
Identity

Examples of Incorrect Logomark and Wordmark Usage

Do not apply effects like drop shadows, bevels, or stretched proportions.

Do not miscolor or outline the logomark or wordmark.

Do not combine the logomark and wordmark.

Do not fill the logomark or wordmark with imagery or patterns.

Do not use the logomark or wordmark to create a pattern or border and do not use them as a background.
The Herman Miller wordmark can be used to supplement the styled M logomark. When used, in combination with the logomark as part of a design, the wordmark is a one-word unit that requires an art file (.tif, .eps, .jpg, or .gif).

In other instances, such as in copy or in a headline, Herman Miller is always two words and should appear on the same line.

Files are available for download at hermanmiller.com/brandstandards.
Identity

**Logomark and Wordmark Clear Zone**

The logomark should always be surrounded by a clear space at least 50% of the logomark size.

The wordmark should always be surrounded by a clear space the height of the capital H as it appears in the Herman Miller wordmark.
Identity

Logomark and Wordmark Proportions

The logomark and wordmark should be used in proportion to each other—ensuring a visual hierarchy.

The logomark should never be used smaller than 1/4" diameter in any printed application.

If the logo is used in digital applications, contact brand_help@hermanmiller.com if you have questions.

\[ X \] is equal to the wide of the letters "Herm" in the Herman Miller logomark and should serve as the spacing unit for the use of our logo and wordmark.

\[ 2X \] is the minimum distance between our logomark and wordmark, unless using our logo lockup.
Identity

Logomark and Wordmark Color

A red logomark and wordmark are best. In order for the color to display accurately in various applications, different color formulas are used, as shown here.

Contact brand_help@hermanmiller.com if you have questions.

Print

Use these colors for all print/paper applications.

1. CMYK (4-color process) for office copiers
2. Pantone Red U and Spot color inks for professional offset printers
   Suggested files: .tif or .eps
*Herman Miller Red is a custom ink mix made to match PMS Warm Red 2X. If you do not have the ability to mix a custom color, we will accept the use of Pantone Bright Red U or Pantone Goe 18-1-7-C.

Screen

Use this color for work viewed on-screen (PPT, Keynote etc)

1. RGB value for screen or projected presentations.
   Suggested files: .jpg or .png

Web

Use this color for work viewed in online UX design.

1. HEX value for websites
   Suggested files: .jpg or .gif

Paint/Special

Embroidered amenities and product applications need special attention.

1. Special proprietary color names.
   Suggested file: .eps

Print

Use these colors for all print/paper applications.

1. CMYK (4-color process) for office copiers
2. Pantone Red U and Spot color inks for professional offset printers
   Suggested files: .tif or .eps
*Herman Miller Red is a custom ink mix made to match PMS Warm Red 2X. If you do not have the ability to mix a custom color, we will accept the use of Pantone Bright Red U or Pantone Goe 18-1-7-C.

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1. HEX value for websites
   Suggested files: .jpg or .gif

Paint/Special

Embroidered amenities and product applications need special attention.

1. Special proprietary color names.
   Suggested file: .eps
Identity

Logomark and Wordmark Secondary Color

In support of Herman Miller red, we consistently use black and gray for text in various applications.

Contact brand_help@hermanmiller.com if you have questions.

Contact brand_help@hermanmiller.com if you have questions.

CMYK: 0.0.0.65
Black: 0.0.0.100
RGB: 120.120.120
RGB: 0.0.0
HEX: #666666
Vinyl: Nimbus Gray

Print

Use these colors for all print/paper applications.

1. CMYK (4-color process) for office copiers professional offset printers
   Suggested files: .tif or .eps

Screen

Use this color for work viewed on-screen (PPT, Keynote etc)

1. RGB value for screen or projected presentations.
   Suggested files: .jpg or .png

Web

Use this color for work viewed in online UX design.

1. HEX value for websites
   Suggested files: .jpg or .gif

Paint

Painted signage applications.

1. 3M Vinyl for wall and text captions
Identity

Logomark and Wordmark Color

Light Backgrounds
When the logomark is placed on a white background, the color of the stylized M should also be white.

Dark Backgrounds
When placed over a dark color, the stylized M should be white to ensure visibility.

Pattern or Image Backgrounds
When placed over an image, or complicated pattern, the stylized M should be white to ensure visibility.
Identity

Logomark and Wordmark Color

Red Logomark
A red logomark is always preferred. It should be used with a red wordmark, unless a black wordmark is more readable.

Black Logomark
A black logomark should only be used for Herman Miller Collection or for a limited color print that does not include red. It must be used with a black wordmark.

White Logomark
A white logomark can be used on red or on colored backgrounds that are not complementary to red. It must be used with a white wordmark.
Identity

Sponsorships and Co-Branding: Metrics and Hierarchy

In situations where our logo is used with other companies’ logos—namely for sponsorships and co-branding—our logomark and wordmark must be used together in the following locked configuration.

In all sponsorship applications, the primary Herman Miller logo should be red and properly treated with regard to size, and spacing.

In applications where the correct brand color is not available, use our logomark lockup in black.

Contact brand_help@hermanmiller.com to request the logo lockup file.
Identity

Logomark and Wordmark in Design

Go for impact, but balance the logomark and wordmark with other elements.

More space doesn’t require a larger logomark.

Logomark and wordmark may be separated as long as they align left.
Herman Miller Branding

This section explains the treatment of the Herman Miller logomark and wordmark treatments in various applications. It also covers the branding differences between our Vertical Markets, Business Units, Owned Brands, and Alliance Partners. Consistent treatment of our brand in relation to these entities shows unity and purpose, and establishes an identity viewers will recognize.
Herman Miller Branding

Structure

Vertical Markets
Focus on meeting the specific needs of customer niches; do not have a separate identity from the Herman Miller brand

Thrive/Ergonomic Solutions
Small and Medium Business
Education
Government

Business Units
Have a distinct graphic look and use exclusive photography to promote independent product lines

Herman Miller Collection
Herman Miller Healthcare

Owned Brands
Offer products and solutions that complement our brand; owned by Herman Miller

CBS
DWR
Maharam

Geiger
Nemschoff
POSH

Alliance Partners
Work with us to distribute products that complement our brand; independently owned

Magis*
Mattiazzi*
HOWE*

*Magis products are only sold in the North American and Latin American markets.
*Mattiazzi products are only sold in North American, Latin American, and Asian markets.
*HOWE products are only sold in the Asian market.
*CBS is a stand-alone brand in Europe.
For a complete list of Herman Miller Alliance Partners, please visit hermanmiller.com
Herman Miller Brand
The Herman Miller wordmark should be placed at the top of a printed document with the name of the document beneath it. The logomark appears below.

Contact Brand Design at brand_help@hermanmiller.com to obtain a template.
Herman Miller Branding

**Vertical Markets**

**Branding Elements**

Vertical Market materials follow the same branding standards as Herman Miller. At the top of all printed Vertical Market documents, Herman Miller appears on the top line of the logo treatment, with the name of the document beneath it. Vertical Market type treatments and visuals are consistent to show a connection between Vertical Markets and to define them as parts of the Herman Miller brand.

Spacing and visual hierarchy within a logo lockup should be consistent between Vertical Markets.

Contact Brand Design at brand_help@hermanmiller.com to request a template.
Assets

Vertical Markets frequently use photography and illustrations created specifically for their needs. They may also use general Herman Miller imagery when appropriate.
Herman Miller Branding

Vertical Markets

Messaging
Vertical Markets use consistent, specific messages for positioning, to reflect their values, and to present ideas, products, and solutions.
Herman Miller Branding

**Vertical Markets**

**Digital Media**

Vertical Markets messaging and photography should be used for all digital applications. Consistent navigation and visual hierarchy shows connection between Vertical Markets.
Herman Miller Branding

Business Units

Branding Elements
The Business Unit wordmark should be placed at the top of a printed document with the name of the document beneath it. The logomark appears below.

The type treatments and visuals are consistent to show a connection between Business Units and to establish them as distinct units of the Herman Miller brand.

Contact Global Brand Design at brand_help@hermanmiller.com to request a template.
Herman Miller Branding

Business Units

Herman Miller Collection

Wordmark
When creating Herman Miller Collection communications, the wordmark art file should be used in combination with the logomark as part of the design.

Color
The Herman Miller Collection logomark and wordmark are always black.
Herman Miller Branding

Business Units

Herman Miller Collection

Clear Zone
The wordmark should always be surrounded by a clear space at least the height of the capital H.

Proportion
The logomark and wordmarks should be used in proportion to each other—ensuring a visual hierarchy.

x is equal to the width of “Herm” in the Herman Miller logomark.

3x is the minimum space required between the logomark & wordmark in brand applications (Unless used as a lockup)
Herman Miller Branding

Business Units

Herman Miller Collection

All Herman Miller Collection print materials feature the same logo treatment. This creates consistency and indicates a structural connection between each of the Business Units.
Herman Miller Collection
The Herman Miller Collection has a specific graphic look that should be used consistently throughout all print and digital materials to create recognition and familiarity among viewers. This Business Unit also has certain messaging and photography that should only be used to support the Collection in both digital and print.
Herman Miller Branding

Business Units

Herman Miller Collection

Herman Miller Collection has exclusive photography that should only be used to support the Collection in both print and digital applications.
Herman Miller Branding

Business Units

Herman Miller Healthcare

Wordmark

When creating Herman Miller Healthcare communications, the wordmark art file should be used in combination with the logomark as part of the design.

Color

The primary color for branded applications is Herman Miller red, where it is unavailable, white, Herman Miller gray, or black are secondary substitutes.

Herman Miller Healthcare

Primary color use

Herman Miller Healthcare

Secondary color use

Herman Miller Healthcare

HM Gray

CMYK 0.0.0.65
Pantone coated cool gray 9c
Pantone uncoated cool gray 9u
RGB 117.117.117
Herman Miller Branding

Business Units

Herman Miller Healthcare

Clear Zone
The wordmark should always be surrounded by a clear space at least the height of the capital H.

Proportion
The logomark and wordmarks should be used in proportion to each other—ensuring a visual hierarchy.

\[ x \text{ is equal to the width of “Herm” in the Herman Miller wordmark.} \]

\[ 3x \text{ is the minimum space required between the logomark & wordmark in brand applications (Unless used as a lockup)} \]
Herman Miller Branding

Business Units

Herman Miller Healthcare

All Herman Miller Healthcare print materials feature the same logo treatment. This creates consistency and indicates a structural connection between each of the Business Units.

Herman Miller Healthcare also uses specific messaging, like “Elevating the Human Experience of Care,” to reflect their values, and to present ideas, products, and solutions.

*The Owned Brand logo (in this case; CBS) never appears on Herman Miller documents. Correct product nomenclature should be used.
Herman Miller Branding

Business Units

Herman Miller Healthcare & Nemschoff Photography

Herman Miller Healthcare and Nemschoff have exclusive photography that should only be used to support their message in both print and digital applications.

The Nemschoff Brand Standards are available for download at hermanmiller.com/brandstandards
Herman Miller Branding

Owned Brands

Branding Elements for Owned Brand Documents:

On Owned Brand documents, use the Owned Brand logo as shown in these examples.

All branded collateral for owned brands must be approved by Herman Miller.

* The Nemschoff brand is often locked up with the Herman Miller Healthcare Business Unit typemark.

** Certain support line rules apply in specific applications for POSH, it is important to contact Global Brand Design at brand_help@hermanmiller.com to request correct usage and approval.
Herman Miller Branding

Owned Brands

Brand names in Herman Miller Documents:

Never use Owned Brand logos on Herman Miller documents.

Use appropriate nomenclature as shown in these messaging examples.

Contact Global Brand Design at brand_help@hermanmiller.com with questions regarding Owned Brand nomenclature and messaging.

---

**Tuxedo Lounge Seating**
Designed by Bassam Fellows for Geiger, 2011

**SLO**
Designed for POSH, 2012

---

**Flo Monitor Arm**
Designed for Colbrook Bosson Saunders, 2010

**Steps™**
Designed by Brian Kane for Nemschoff, 2011
Herman Miller Branding

 Owned Brands

Photography

For Herman Miller applications, Owned Brand products are photographed in the Herman Miller style.
Herman Miller Branding

Owned Brands

Branding Elements for Herman Miller Digital

The Owned Brand logo never appears on Herman Miller digital applications. Correct product nomenclature should be used as shown on previous pages.
Alliance Partners

Branding Elements for Alliance Partner Documents

If the Alliance Partner would like to show an association with Herman Miller, use the Alliance Partner logo and “A Herman Miller Alliance Partner.” *

Examples do not need to be lockups. The support line can appear in conjunction with the Alliance Partner logo.

* Magis products are exclusively sold in the United States, Canada, and Mexico, while Mattiazzi products are sold everywhere except Perth, Australia.

*HOWE products are exclusively sold in the Asian market. For a complete list of Herman Miller Alliance Partners, visit hermanmiller.com.
Herman Miller Branding

Alliance Partners

On Herman Miller documents:

Never use Alliance Partner logos on Herman Miller documents.

Use appropriate nomenclature as shown in these messaging examples.

Contact Global Brand Design at brand_help@hermanmiller.com with questions regarding Alliance Partner nomenclature and messaging.
All print materials for Alliance Partners use the same product nomenclature. For Magis, an example of the correct nomenclature is:

Spun Chair designed by Thomas Heatherwick for Magis, 2011

Never use the Magis logomark for print applications.
Herman Miller Branding

Alliance Partners

Branding Elements for Herman Miller Digital

The Alliance Partner logo never appears on Herman Miller digital applications. Correct product nomenclature should be used.
Co-Branding

Evite Co-Branding with Companies Outside of Herman Miller

In all co-branding applications, the Herman Miller logo should be prominent and properly treated with regard to color, size, and spacing. The Herman Miller logo is always placed on the upper left, with the other company’s logo near the bottom.

Pixel dimensions on the example are shown at 45% of actual size.
Herman Miller Branding

Co-Branding

Evite Co-Branding with Owned Brands

Follow the template to the right for Herman Miller co-branded evites. Pay close attention to the placement of logomarks and wordmarks in regard to color, size, and spacing.

Pixel dimensions on the example are shown at 45% of actual size.

Headline

Body Copy: You may also work with the eMarketing team to create an evite using a template. Brand Design must approve all final designs.

Body Copy: You may also work with the eMarketing team to create an evite using a template. Brand Design must approve all final designs.

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This email was sent to: recipient@nemschoff.com
If you received this email from a friend and would like to join our list, subscribe.
If you no longer wish to receive emails from Nemschoff, unsubscribe.
Herman Miller Branding

**Co-Branding**

**Co-Branded Proposals**

On co-branded proposals, the customer’s name should be prominent on the cover. At the bottom of the cover, the order of the names should be customer, dealer, and Herman Miller. It is preferred that customer and dealer logos do not appear on co-branded proposal covers. If they are required, they should appear in Herman Miller gray.
Herman Miller Branding

Sponsorship Co-Branding

Our logomark and wordmark should be prominent in applications where Herman Miller is the primary sponsor.

If we are equal partners in sponsoring an event, our logomark and wordmark should be equal in size and position with our co-sponsor’s branding.

In all sponsorship applications, the Herman Miller logo should be properly treated with regard to color, size, and spacing.

The logo lockup should be used for sponsorships.

Contact Brand Design at brand_help@hermanmiller.com to request the logo lockup.
Internal Employee Groups, such as the Veteran’s IRT or the Options team, do not have their own logos. Group names should follow the configuration shown on this page when used in print, on t-shirts, and in any digital application such as MainStreet.

Contact Global Brand Design at brand_help@hermanmiller.com to request branded team collateral.
Typography

Consistent, frequent use of our corporate typeface creates trust and familiarity with viewers. It helps them make an immediate association with our company, and contributes to a congruous look and feel among all of our designs.
Typography

Corporate Typefaces

Meta Collection OT is an important element for communicating the Herman Miller brand. Why? Like our company, the Meta type family is friendly and modern. Like good seating, Meta works in a wide range of sizes. It makes small copyright lines legible and provides impact for large applications on signs or trucks. Meta also translates well to both printed and on-screen presentations.

Meta must be used for all external communications. If a license for Meta is not available to you, purchase a license or work with a designer who does have a license.

Meta is available for purchase at fontshop.com

When to Use Meta

Meta Thin
Meta Light
Meta Medium
Meta Bold

0123456789
Use lining figures.

We suggest four primary versions of the Meta font for creating branded communications.

Meta Condensed

0123456789
Do not use Meta Condensed in any weight.

Do not use old style figures.
Corporate Typefaces

Meta is Herman Miller’s principal typeface, but Arial are approved substitute because it is readily available on every computer as a part of the operating system. Arial can be used for certain applications when Meta is not available, including internal documents, external PowerPoint, or email messages.

When to Use Arial

Arial Book & Arial Bold

We suggest two primary versions of the Arial font for creating branded communications: Arial Book and Arial Bold.

Arial Roman Arial Italic

0123456789

Use lining figures.

To increase impact, the Arial typeface is available in multiple type styles. The three most important styles are Roman (or regular), Italic, and caps.
The trademark and registered trademark symbols should be used consistently.

To help, we’ve developed a simple formula for determining symbol size, where “y” is equal to the distance between the capline and the x-height line.

For type sizes 50pts or less, the height of the trademark and service mark symbols should equal ”½ y,” and the height of the registered trademark symbol should equal ”y.”

For type sizes above 50pts, the height of the trademark and service mark symbols should equal “⅛ y,” and the height of the registered trademark symbol should equal ”¼ y.”

For Light and Thin type styles, the symbol should be Light.

For Book, Medium, and Bold type styles, the symbol should be Book.

Instructions: To apply these guidelines to a symbol, use the superscript setting, reduce the font size, change the style if needed, and align the top of the symbol to the capline.
Typography

Email Signature

Consistent use of our established email signature is another way to advocate for our brand. This format should be used for all email communications.
The Herman Miller brand is one of our most valuable assets. As employee owners, it’s our job to advocate for our brand. An email signature provides a consistent way for internal and external customers to contact us.

All employees are required to follow the Herman Miller email signature template as shown here.

Including all of the contact numbers shown in the template is not a requirement. Employees can select the contact numbers that work best for them. International employees are encouraged to use the web address specific to their country and to format contact numbers accordingly.

For instructions on how to create an email signature for PC or Mac, please contact brand_help@hermanmiller.com
Incorrect Email Signature Format

In order to maintain brand consistency, employees must follow the template shown on the previous page. Alterations to this template are not allowed.

For example, do not include:

- Inspirational phrases
- Images (including social media icons)
- The Herman Miller logomark (circle M)
- Employee work hours
- Employee email address
- Any font other than Arial

For instructions on how to create an email signature for Mac or PC, please contact brand_help@hermanmiller.com
Layout

With a compelling balance of image, typography, and symbols, a well-designed layout can be one of the most effective tools for clearly communicating a message. Our designs feature layouts that are simple yet dynamic, concise yet informative.
Layout

Presentation Templates

Use branded templates when creating PowerPoint presentations. Both regular and widescreen versions are available for download.

Templates and guidelines are available at hermanmiller.com/brandstandards
Stationery

Use branded templates for agendas, letters, envelopes, business cards, and other business materials.

Templates for a variety of documents are available through Microsoft Word via File > New > Custom. Mac users should contact Brand Design at brand_help@hermanmiller.com for templates.

January 21, 2013

Mr. John Smith
Sales Associate
1234 Street St
Holland, MI 49555

Dear John,

Advancements come in all shapes and sizes. Some are big ideas, like the suspension material of the Aeron Chair that replaced the foam and fabric typical to so many office chairs. Others are smaller advancements, resulting in an improved process, or, in this case, a better way to build a chair.

A recent advancement on our SAYL Chair assembly line is saving time, money, and nearly 25,000 pounds of packaging materials a year. How? By developing reusable packaging, we've eliminated handling steps and material waste. Previously, the Y-Towers of the SAYL Chair were bundled, boxed, wrapped, and shipped to the facility with the assembly line. Upon arrival, the towers were unboxed, placed on a cart, and moved to the line. Now the Y-Towers simply arrive ready for assembly.

Sincerely,

Jane Doe
Marketing Manager

Herman Miller Inc
PO Box 302
Zeeland MI 49464–0302
Use available templates when designing postcards. Branded templates are available for designing postcards.

Please contact Brand Design at brand_help@hermanmiller.com to obtain a template.
Global consistency is of utmost importance to the brand. The unified system must be adhered to. If you have language requirements, please seek approvals from the Global Brand Design Team.

Each product should have (at least):
- Product Card
- Designer Card
- Legal Mandatory Card (i.e. Bedding Tag)*
- Adjustment Instructions in appropriate regional languages.

*Varies per global region

Please contact Brand Design at brand_help@hermanmiller.com to request a template.
At the entrances of Herman Miller facilities, including corporate offices and showrooms, the wordmark must be on the right side of the wall and the logomark on the left.

For dealer showroom entrances, please contact brand_help@hermanmiller.com for assistance.
Layout

Trade Shows

Signage for trade show booths should only display the Herman Miller logomark and wordmark—with the exception of Vertical Markets which use their wordmark with the Herman Miller logomark.
Evite

You can work with Brand Design to create an evite with custom graphics and messaging.

Logo size should be consistent on all evites.

Pixel dimensions on the example are shown at 45% of actual size.

We’re glad you attended Cynthia Roe Purvis’s ErgoExpo presentation, and we hope her thoughts brought you new insight. We encourage you to participate in a brief post-presentation survey to broaden our understanding of the ways you use touch technology.

View online | Add to safe sender list

Thanks for Joining Us
We appreciate your time, and the opportunity to surprise and delight you with products and solutions designed to support the ways you work.

Thanks for attending Cynthia Roe Purvis’s ErgoExpo presentation, and we hope her thoughts brought you new insight. We encourage you to participate in a brief post-presentation survey to broaden our understanding of the ways you use touch technology.

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View online | Add to safe sender list

Evite

You can work with Brand Design to create an evite with custom graphics and messaging.

Logo size should be consistent on all evites.

Pixel dimensions on the example are shown at 45% of actual size.

We’re glad you attended Cynthia Roe Purvis’s ErgoExpo presentation, and we hope her thoughts brought you new insight. We encourage you to participate in a brief post-presentation survey to broaden our understanding of the ways you use touch technology.

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Thanks for Joining Us
We appreciate your time, and the opportunity to surprise and delight you with products and solutions designed to support the ways you work.

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Log...
You may also work with the Digital Marketing team to create an evite. Brand Design must approve all final designs.

Logo size should be consistent on all evites.

Pixel dimensions on the example are shown at 45% of actual size.
Events

Events should use corporate messaging related to the theme of the event. This messaging should be used consistently in all signage, print materials, digital applications, and other communications.
Dynamic, interactive, and fun—digital applications are a compelling vehicle for communicating ideas, enhancing brand recognition, and engaging audiences new and old.
Digital

Smartphone Applications

When developing a marketing plan and creative strategy for an event, consider the various digital applications that can be used for communication. All digital applications should be optimized for mobile viewing to ensure readability and usability.
Digital

Social Media

Social media is an important tool for engaging consumers. The messaging is crafted to reflect our voice, and the photography is strategically selected to reflect our brand.

The Editorial team is responsible for all social media management and creation, please contact brand_help@hermanmiller.com with questions.
Digital Banners

Digital banners should include the correct logomark and wordmark treatment, the correct trademark usage, and should use white-sweep photography smaller than 500 x 400 pixels.
Digital

**Video**

Our videos are consistent in structure, tone, and look. To maintain this consistency, use provided templates for all video applications.

This is an example of the Herman Miller intro and outro screen treatments.

Contact Brand Design at brand_help@hermanmiller.com to request a template.
Digital PDF

Use branded templates when designing interactive digital PDFs for use with any tablet device.

Please contact Brand Design at brand_help@hermanmiller.com to obtain a template.
Digital

Animation

Brand Design is solely responsible for selecting a professional resource, either internal or external. Contact Brand Design before beginning your project.
Visuals

Visuals are the tangible manifestations of our brand. Our illustrations, patterns, iconography, and information graphics are all critical tools in achieving a consistent perception of our brand. Color, design, words, and symbols merge to make a compelling and lasting impression on the viewer.
Visuals

Photography

Our photography represents the brand with a distinct, consistent, and proprietary visual language, creating an emotional connection with both internal and external audiences.

**Elements of environmental imagery include:**

- Natural lighting
- High contrast
- A mix of products
- Meaningful props, which support the story being told in the photo
Visuals

**Photography**

**Elements of white sweep photography include:**

A minimal look
Bright lighting
High contrast
Shadows reflected on the floor

Herman Miller Collection and Herman Miller Healthcare have specific photography guidelines.
Visuals

Illustration

Our illustrations feature bold, rich colors with a graphic look. All illustrators must be approved by Brand Design.
Visuals

**Illustration**

All illustrations should be purposeful and have conceptual value.
Product dimension icons are used to accurately depict size and scale of our furniture. Dimensions should follow the style shown here.
VisuaJs

Pattern

We have a rich heritage of communicating through bold, graphic patterns. They are an essential component of our brand language, and can be used to illustrate and communicate a concept. Patterns have many applications, including digital wallpaper, print materials, and wall graphics.

Patterns are copyrighted and should only be used for their original application. You must have permission to reproduce a pattern for a specific use.
Iconography

Our icons are meaningful, easily recognizable at scales both large and small, and have a consistent visual quality—simple, with similar stroke widths.
Visuals

Information Graphics

Information graphics can be used to visually express information, and should always be meaningful, easy to understand, and accurate.

Our graphs feature:
- Consistency with the look of the presentation or document
- Simple, straightforward design
- Bold colors
- Readable type
Visually

**Information Graphics**

**Our conceptual graphics feature:**

- Relevance to subject matter
- Consistency with look of the presentation or document
- Bold colors
- Readable type

<table>
<thead>
<tr>
<th>Percentage of businesses in the United States that are small businesses.</th>
<th>Percentage of US corporate patents coming from small businesses.</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>41%</td>
</tr>
</tbody>
</table>
Information Graphics

Our diagrams feature:
Simple design
Clean lines
No unnecessary details
Readable type
Color-coded legends

Herman Miller Healthcare Songbook, NeoCon 2013
Voice

Our voice is the written expression of who we are. Through singularity of voice, we create for our readers a familiar understanding of the Herman Miller brand. With clarity, brevity, and simplicity, we express complex information and compelling ideas to a global audience.
Voice

**Definition**

Our brand voice is:

**Spirited**
Written to inspire, with originality and playfulness

**Sophisticated**
Written with clear purpose, straightforward delivery, and refined language

**Human**
Written by a person, not a committee, with honesty and authenticity
Voice

**Metaphor**

A Trio with Several Sounds

Herman Miller has one voice; it is always spirited, sophisticated, and human. But the prominence each of these parts takes in any communication varies depending on audience and purpose.

Think of a jazz trio. Pianist, drummer, and bass player all bring different virtuosity to their instruments, unique expressions. They combine in different ways. They riff off one another from song to song, night to night, but they have a recognizable sound. Just as the trio might play one type of set knowing there’s a record executive in the audience, the Herman Miller voice will “sound” slightly different in a healthcare piece versus a retail ad, for example.

To stay with musical metaphors, think of the sound waves the trio generates. The three sounds might combine to look like this:

The sound waves for piano, bass, and drums (read “spirited, sophisticated, human”), vary in amplitude and frequency, intensity and speed. They’re all present. (We’re assuming no solos). They combine to create “the Herman Miller sound.”
Voice

Examples

Spirited

The Aeron Chair by Herman Miller: Wear It in Good Health
It doesn’t look like any chair you’ve ever seen. It doesn’t feel like any chair you’ve ever sat in. Designed to perform as an extension of the human anatomy, the Aeron chair echoes the body’s movements and anticipates its needs like a pair of comfortable and expertly fitted cross-training shoes. It’s a chair you can wear.
—Aeron Chair Brochure, 1994

The next big thing isn’t for you.
The design and management of the office has to begin with a careful consideration of people and their work. There is no one-size-fits-all, off-the-shelf solution for an optimal workplace. Splasy trends are best left to the pages of magazines. The solution for each organization must necessarily be different based on the desires and needs of the organization and the organization’s workers. Balancing these disparate desires and needs requires perpetual inquiry, solid intuition, and decisive action. It is an ongoing effort to ensure the environment reciprocates and magnifies the energy of the people working there. Each organization must create and care for a balanced ecosystem where people, work, and place, coexist in dynamic equilibrium.
—Design Provocations, 2013

We won’t stop until we’ve achieved nothing.
Laughter. That’s what we heard from people when we told them we’d like to get to a zero operational footprint by 2020. But as of 2009, our VOC Air Emissions were down 93 percent. Process Water Use: down 77 percent. Hazardous Waste: down 95 percent. And Solid Waste down 88 percent. We realize we’ve got some work to do to get to zero, but we think the only way to achieve audacious results is to set audacious goals. And while some would say setting a goal like this is asking for failure, we look forward to a time when a zero will be considered our greatest success.
— Fortune Conference Program Ad, 2009

Herman Miller Setu Chair
Goes anywhere. Fits anybody. Unlike anything.
Introducing Setu: How we live and work now
—Product Launch Print Ad, 2010
Examples

Spirited

You can make a salary. Or you can make a difference. Or you can work somewhere you can make both. Herman Miller is one place you can do that. It’s because of the people who make up our community. They think like designers to solve problems. That makes the difference, in our furniture and in everything we do. The question is this: How would you make your mark at Herman Miller?

—Talent and Recruitment Messaging, 2012

Sit here. Go places.
At Herman Miller, we make the innovative Aeron® chair, as well as other great furniture for offices, homes, and healthcare. From the way we approach design to the way we respect the earth, a spirit of innovation permeates our company. So does a spirit of inclusiveness. We value the whole person and everything each of us has to offer. We foster a workplace where each person can achieve his or her best. We invite you to check us out. See how you can take a seat with us and start going places.

—Talent and Recruitment Print Ad, 2009

His market research consisted of looking for something we might call the “wow factor.” He would locate a new design, let’s say a chair, some place prominent in his studio, so that an innocent visitor (sometimes a very important person like Bucky Fuller) could not help but see it. If there was no response, Eames knew he had more work to do. Of course, Eames chose his visitors carefully.

—Design Checklist, 2006, Commemorating Bill Stumpf

Read below. It’s quite a turn-off.
Introducing the Herman Miller Energy Manager. For those looking to meet federal energy reduction goals, it’s a pretty good place to start. To learn more about why the sustainable thing to do is now the smart thing to do, visit hermanmiller.com/energymanager or call 1-800-822-8348.

—Government Print Ad, 2010

Built to Order in Seconds Flat
Your American-made Aeron is finished in 340 seconds and lasts a lifetime

—Herman Miller Store “Made here” Campaign, 2012
Voice

Examples

Sophisticated

The enduring designs of the Herman Miller Collection strike a balance between seemingly contradictory ideas: aspiration and accessibility, sculpture and engineering, elegance and informality, beauty and comfort. Not the least of these is its delicate balance of craft and industrial processes.

—Herman Miller Collection Website, 2012

Designing is a basic activity. It comes to grips with the very essence of a problem and proceeds to develop a solution organically, from the inside out, as opposed to styling which concerns itself largely with the distinctive mode of presentation or with the externals of a given solution.

—Design Course for Herman Miller Employees, circa 1960

The attitudes that govern Herman Miller’s behavior, as far as I can make out, are compounded of the following set of principles: What you make is important. Design is an integral part of the business. The product must be honest. You decide what you will make. There is a market for good design.

—The Herman Miller Collection Catalog, 1948

With a partnership that mingled life and work to an incalculable degree, parsing the individual contributions of Charles and Ray Eames is futile. To understand their designs is to understand how their personal talents, tastes, and views intertwined to give new shape to the 20th century.

—Collection Pop Up Shop, 2012
Voice

**Examples**

**Sophisticated**

**Attention**

...so that people are free to attend to what they care about. Ironically, though, the freest societies invariably create environments that militate against attention. Visual pollution is harmful not just because it is ugly but because it is distractive. And therefore destructive. Like other pollution, it destroys the balance of nature—in this case, human nature. A climate loaded with designs clamoring for your attention is a climate in which you end up paying attention to nothing.

—“Notes on Attention” Print Ad, 1978

**A new world to work in**

So many of today’s offices are a wasteland. They sap vitality, block talent, frustrated accomplishment. They are the daily scene of unfulfilled intentions and failed efforts. Places of fantasy and conjecture rather than achievement. They foster physical and mental decline and depress capacity to perform. It is the equivalent of doing business on clay tablets in the age of the computer and instant communication. Herman Miller has done something about it. For three years Herman Miller’s Research Division at Ann Arbor has been studying the human performer in offices. What makes him work best. Why. The Action Office, designed by George Nelson, is the result. A working climate created to support and stimulate its occupant to his best performance. Its core is the capability to create working space that helps the worker work because it is based on a grasp of environmental forces and their effect on humans.

—Action Office Print Ad, 1964

**Changing your offices should take a lifetime**

Change after change, day after day, Action Office 2 is a furniture system designed to facilitate change in today’s office.

—Product Launch Print Ad, 1987

**Harmonious Surroundings**

Inspiring spaces full of healthy designs that help you do your best

—Herman Miller Store “Healthy Mindset” Campaign, 2013
Voice

Examples

Human

Two of a kind
It’s a powerful thing when you find someone whose vision aligns with your own. That’s why Herman Miller Healthcare is so pleased to join forces with Planetree. Founded in 1978, this non-profit organization believes, like us, that healthcare should revolve around the needs of patients. It also trusts in the power of design to help improve the healing process for patients, their friends and family, and caregivers.
—Healthcare “Two of a kind” Brochure, 2013

We Believe It’s Important to Ask the Question “Why?”
Why does Herman Miller care about technology? Because it’s changing the problems we solve for people.
—Fortune Conference Program Ad, 2012

What Is Leadership?
The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become a servant and a debtor. That sums up the progress of an artful leader.
—Leadership Is an Art, 1987

We see the whole world as our hometown.
At Herman Miller, our concern for the earth is rooted in the places we call home. Every one of our facilities around the world already runs on 100 percent renewable electrical energy. Visit us to learn more about how we’re working for a better world around you.
—Fortune Conference Program Ad, 2011

We put together this Better World Report every year to let you know how we’re doing. Are we perfect and do we always reach our goals? Of course not. Building a better world is not so much a goal as an everyday way of life.
—“Better World Report,” 2010
Examples

**Human**

**Tables favor the agile way of working.**
Technology and the way people work today makes a table the desktop choice for many. If all your files are electronic, who needs file drawers? Your surface is the focus, and tables give you plenty. You can push a bunch of them together for a work session. Or use one for working, then an hour later use it as a dining table, and another hour later for a conference table. Given the agility of tables, it’s not surprising we named ours Everywhere.
—Small and Medium Business Catalog, 2011

Self-examination leads to thinking, and thinking may lead to a clear understanding and acceptance of who we are and where we are going. And knowing where we are going may lead to the mandate for getting there.
—Business as Unusual, 1986

**Change is part of Herman Miller's future**
Naturally we cannot predict the future, and we are not perfect. We believe the ideas and values behind Herman Miller serve us in good stead. They give us a strong basis from which to serve our customers and communities, as we work to improve the everyday lives of people around the world. We also believe, as our former Chairman and CEO Max De Pree said, “We cannot become what we need to be by remaining what we are.” The future for Herman Miller is an exciting one. Thank you for supporting us with your investment and remaining a part of our community.
—President’s Letter to Shareholders, 2012

**A clear discovery**
Working with Gensler’s London office on the design of VillageGreen, our international headquarters, was a process of discovering the best way to be natural. After all, to benefit most from sunlight and cross ventilation, you have to look clearly at all the options. The result of this discovery is obvious, and not only because of the awards the building has won. We like how one member of the Gensler team put it: “The building gently encourages people to get to know each other and then talk through the problem at hand—to discover, review, inspire, and finally arrive at a solution.” Isn’t that what discovery is all about?
—Contract Print Ad, 2006
The better the writing, the more engaged the reader will be. As to how to write well, keep several things in mind as you write:

Inspire and inform in equal measure.

Think globally; avoid jargon and slang that hinder understanding.

Make the benefits to your audience clear and compelling.

Simple sentences make an impact.

Careful and appropriate diction leaves no room for confusion.

When using relative clauses, make subordination clear.

Correct grammar builds credibility.

Nouns are better than adjectives; verbs are best of all.
Voice

Resources

We recommend these resources for guidance on style matters and writing well.

The Chicago Manual of Style
Our definitive resource for information on grammar and usage, punctuation, and the correct treatment of names, numbers, titles, and terms in copy and in headlines.

Kate Turabian’s Manual for Writers
A cogent guide for creating purposeful, well-reasoned writing based on the Manual.

Strunk and White’s Elements of Style
A classic discussion of style, with helpful guidelines for writing well.

William Zinsser’s On Writing Well
Sound advice given with clarity from a noted writer and teacher.
Voice

Nomenclature

People know our brand and the designers we partner with. Acknowledge the Herman Miller brand, the product, and the designer name. Place the product name in the first position as in the examples shown.

**Sayl® Chair**
**Designed by Yves Béhar, 2010** (Headline)
The Sayl® Chair designed by Yves Béhar... (Body Copy)

**Ethospace® System**
**Designed by Bill Stumpf and Jack Kelley, 1984** (Headline)
The Ethospace® System designed by Bill Stumpf and Jack Kelley... (Body Copy)

**Eames® Aluminum Group**
**Designed by Charles and Ray Eames, 1958** (Headline)
The Eames® Aluminum Group designed by Charles and Ray Eames... (Body Copy)

**Paso Doble Low Chair Outdoor**
**Designed by Stefano Giovannoni for Magis®, 2009** (Headline)
The Paso Doble Low Chair Outdoor... (Body Copy)

Please note: After the first mention the appropriate trademark and the designer name in body copy, subsequent uses are not required. So, for example, the first mention of the “Sayl® Chair designed by Yves Béhar” can be followed simply by the “Sayl chair” or “Sayl.”
Voice

Naming

Keep the following ideas in mind when developing names for products or services.

1. **The brand always comes first.**
   The product name should be memorable without detracting from our brand, and should work in concert with the brand, as in “the Herman Miller Ethospace system.” As shown in this example, the name is always an adjective (Ethospace) that precedes a noun (system).

2. **The name conveys a benefit.**
   In a significant product, one that “advances the art or science,” the name should imply a story. Think Aeron or Envelop.

3. **The design tenets apply.**
   Our design tenets are an appropriate guide for naming, because, to an extent, choosing a product name is a problem-solving exercise.

4. **The name works in any language.**
   The name must translate well into languages other than English. But think also of how the name will play in the “language” of the digital world, for example, as part of a drop-down menu.
Trademark and Copyright

Trademarks play an important role in protecting our brand’s intellectual investments and marketplace leadership. The following examples demonstrate the requirements for protecting our products, services, and ideas. Please note that when the logomark is used alone, it is not necessary to add a trademark symbol to it.

Use the product or service name as an adjective modifying a noun the first time it appears, as in “Setu椅子.” This should be done whenever possible, but certainly at the first prominent use of a product or service name. In copy for digital applications, such as our website, trademarks are not needed.

Visitors to the site can view a link to all of our trademarked products on the legal section of hermanmiller.com.

Introducing Setu® chairs. Its innovative kinematic spine bends and flexes to your every move. There’s nothing to tilt, nothing to tweak. Setu’s finely tuned elastomeric fabric provides superior suspension and conforms to your contours. It’s comfort now.

We always include a copyright line in all printed material. This line protects all Herman Miller trademarks used.

Where possible, this line is expanded to include additional information and, in the case of printed materials, the Sales Source order number.

Trademarks that belong to subsidiaries or partners should be listed in the copyright information.

© 2013 Herman Miller, Inc.

Printed in [name of country]. Please recycle.

© 2013 Herman Miller, Inc., Zeeland, Michigan [Sales Source number]
All rights reserved.

Magis® is a registered trademark of SpA.
Resources

If you need help, please contact Brand Design.
Email: brand_help@hermanmiller.com

Tools to use as you advocate for the Herman Miller brand:
Brand assets (logomarks in a variety of formats)
Product image resource
The Herman Miller trademark list
Herman Miller social media guidelines
Herman Miller presentation guidelines